



MEDIA ADVISORY

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GLORIA MOLINA TO LAUNCH 'GREEN BAG FOR A CLEAN EARTH' INITIATIVE AT VALINDA SCHOOLS

2nd Canvas Bag Contest Follows Florence-Firestone Effort Saving 4,000 Plastic Bags from Local Waterways & Landfills

VALINDA (October 6, 2009)—Los Angeles County Supervisor Gloria Molina and “The Bag Monster” will enlist 578 third, fourth, and fifth graders from Baldwin Academy to launch the second phase of her “Green Bag for a Clean Earth” initiative this Thursday, October 8 at 10 a.m. in partnership with over 3,800 students from 15 elementary schools in three Valinda area school districts: Bassett Unified School District, Hacienda/La Puente Unified School District, and Rowland Unified School District.

WHO: **Los Angeles County Supervisor Gloria Molina**
Sonia Diaz, Heal the Bay
Coby Skye, L.A. County Dept. of Public Works’ “Brag About Your Bag Team”
Jan Castle, Baldwin Academy principal
578 Baldwin Academy students
“The Bag Monster”

WHAT: **“Green Bag for a Clean Earth” Initiative Launch**

WHEN: **Thursday, October 8, 2009 at 10 a.m.**

WHERE: **Baldwin Academy**
1616 Griffiths Avenue
Valinda, California 91744-1237

BACKGROUND: Los Angeles County Supervisor Gloria Molina will kick-start the second phase of her “Green Bag for a Clean Earth” initiative to enlist a new generation of “Earth Defenders” to reduce their use of plastic bags—which notoriously pollute our waterways and overload our landfills. Valinda students will get a visit from “The Bag Monster” and receive “Reduce, Recycle, Reuse” prize cards. Those who amass the most stickers on it from October 8 to December 1 each time they or their parent shop with a canvas bag instead of a plastic bag at local Bodega Ranch Market, Enseñada Market, Guadalajara Market, La Herradura Market, Northgate Market, Stater Brothers, and Superior Grocers will receive prizes. Teachers representing classrooms with the top prize card utilization rates from each of the three participating school districts will win Office Depot gift cards worth \$100 each. (This summer, Supervisor Molina launched the first phase of this effort with over 1,450 Florence-Firestone students who prevented 4,000 plastic bags from heading straight to the garbage. The top three sticker collectors received prizes ranging from an L.A. Dodgers on-field experience to free bicycles and Dodgers baseball game tickets. Phase One partners included Heal the Bay, the San Gabriel Conservation Corps, Superior Grocers, El Super, the Southern California Gas Co., Southern California Edison, AT&T, Walt Disney, and Fox Sports en Español.)

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